



# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION/LOCATION

Date

10/22/12

839984

I, Linda Kerin (on behalf of) Judge Sherri Friday  
a legally qualified candidate of the Democratic political party, for the office of Probate Judge #2  
general 11/6/12 Jefferson County  
in the Alabama election to be held on \_\_\_\_\_, do hereby request station time as follows

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. Of Weeks	Rate

Date of First Broadcast	Date of Last Broadcast
-------------------------	------------------------

Total Charges: \$0.00

The broadcast time will be used by Committee to Re-Elect Sherri Coleman Friday  
I represent that the payment for the above-described broadcast time has been furnished by

above committee  
and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ☒ ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Sherri Friday Campaign Mgr.  
Alan Friday Treasurer

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts (Note: the two preceding

sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted.) The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date:

10/22/12

Linda Kerin  
(Candidate or Agent)

☒ Accepted ☐ Rejected

By:

[Signature]

Title

President, Ads That Work

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

From

To

**Ads That Work**

Linda Verin


**MULTI MEDIA ADVERTISING**  
 3535 Hampshire Drive Birmingham, AL 35223

**205.968.3650**  
 telephone | fax
**FOX (6) WBRC**

Rep: Dave Duncan

Phone:

Fax: 205-583-4396

email: [dduncan@wbrc.com](mailto:dduncan@wbrc.com)**Media Buy Description**

Market > AL: Birmingham  
 Insertion Order ID > Judge Friday  
 For Client > Judge Sherri Friday

Run Schedule from... 10/31/12  
 to... 11/6/12

**Instructions: 0**

for :10 sec. spots rotate to come Text  
 for :30 sec. spots rotate to come  
 for "bookend" spots none scheduled no spot numbers

**Spots Ordered**

Shows	Run days	From	To	Type	Rate	spots per wk	cost per week \$	spots total	total buy \$
News	W-F	5a	5:30a	:30	\$170.00	2	\$340.00	2	\$340.00
News	M-Tu	5a	5:30a	:10	\$90.00	2	\$180.00	2	\$180.00
News	W-F	5:30a	6a	:30	\$315.00	2	\$630.00	2	\$630.00
News	M-Tu	5:30a	6a	:30	\$315.00	1	\$315.00	1	\$315.00
News	M-Tu	5:30a	6a	:10	\$160.00	1	\$160.00	1	\$160.00
News	W-F	6a	7a	:30	\$510.00	2	\$1,020.00	2	\$1,020.00
News	M-Tu	6a	7a	:30	\$510.00	2	\$1,020.00	2	\$1,020.00
News	M-Tu	6a	7a	:10	\$255.00	1	\$255.00	1	\$255.00
News	W-F	7a	9a	:30	\$340.00	3	\$1,020.00	3	\$1,020.00
News	Mon	7a	9a	:30	\$340.00	1	\$340.00	1	\$340.00
News	Mon	7a	9a	:10	\$170.00	1	\$170.00	1	\$170.00
News	Mon	12p	1p	:30	\$225.00	1	\$225.00	1	\$225.00
Kelly Rachel Divorce Ct	W-F	9a	3p	:30	\$90.00	4	\$360.00	4	\$360.00
Kelly Rachel Divorce Ct	Mon	9a	3p	:30	\$90.00	3	\$270.00	3	\$270.00
Judge Joe	Mon	3p	4p	:30	\$270.00	1	\$270.00	1	\$270.00
Judge Judy	Mon	4p	5p	:30	\$240.00	1	\$240.00	1	\$240.00
News	Sat	7a	9a	:30	\$240.00	1	\$240.00	1	\$240.00
Tide & Tigers Today	Sat	10a	11a	:30	\$165.00	1	\$165.00	1	\$165.00
College Ftbl pregame	Sat	1p	2p	:30	\$225.00	1	\$225.00	1	\$225.00
News	Sun	7a	9a	:30	\$225.00	1	\$225.00	1	\$225.00

News	Sun	7a	9a	:10	\$115.00	1	\$115.00	1	\$115.00
Chris Wallace	Sun	9a	10a	:10	\$375.00	1	\$375.00	1	\$375.00
NFL pregame	Sun	11a	12p	:30	\$300.00	1	\$300.00	1	\$300.00
News	Sun	10p	10:30p	:30	\$565.00	1	\$565.00	1	\$565.00
Law Call	Sun	10:30p	11p	:30	\$135.00	1	\$135.00	1	\$135.00
College Football	Sat	10:30p	11p	:30	\$135.00	1	\$135.00	1	\$135.00
Run schedule for	1	weeks		Per Week >	38	\$9,295.00			
							Total >	38	\$9,295.00



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## ORDER

Print Date 10/24/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 839984 /

Original Date / Revision  
10/23/12 10/24/12

Advertiser Judge Sherri Friday - Probat

Agency Ads That Work !

Buying Contact

3535 Hampshire Drive  
Birmingham, AL 35223

Product

Political

Agency Com 15%

Billing Contact

3535 Hampshire Drive  
Birmingham, AL 35223

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL150

Priority P 2

Advertiser Ref

Primary Account Executive

House WBRC

Account Executive Order% Start Date End Date

House WBRC 100%

house house - national %

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	38	\$7,900.75	\$9,295.00	0.00	10/29/12	11/06/12	38	\$7,900.75	\$9,295.00
Totals	38	\$7,900.75	\$9,295.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	10/31/12	11/04/12	Good Day Alabama 5-530am GDA 5-530am	Comm	5-530am	--WTF--	:30	2	\$170.00	P 2	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2				\$170.00		0.00			
N 2	WBRC	10/31/12	11/06/12	Good Day Alabama 5-530am GDA 5-530am	Comm	5-530am	MT-----	:10	2	\$90.00	P 2	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **839984** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Judge Sherri Friday - Prob** Product **Political**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WBRC	10/31/12	11/06/12	Good Day Alabama 5-530am GDA 5-530am	Comm	5-530am	MT-----	:10	2	\$90.00	P 2	0.00 NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	MT-----					2	\$90.00		0.00		
N 3	WBRC	10/31/12	11/04/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	--WTF--	:30	2	\$315.00	P 2	0.00 NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--WTF--					2	\$315.00		0.00		
N 4	WBRC	10/31/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:30	1	\$315.00	P 2	0.00 NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	MT-----					1	\$315.00		0.00		
N 5	WBRC	10/31/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MTWTF--	:10	1	\$160.00	P 2	0.00 NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	MT-----					1	\$160.00		0.00		
N 6	WBRC	10/31/12	11/04/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	--WTF--	:30	2	\$510.00	P 2	0.00 NM	2	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--WTF--					2	\$510.00		0.00		
N 7	WBRC	10/31/12	11/06/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MT-----	:30	2	\$510.00	P 2	0.00 NM	2	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	MT-----					2	\$510.00		0.00		
N 8	WBRC	10/31/12	11/06/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MT-----	:10	1	\$255.00	P 2	0.00 NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	MT-----					1	\$255.00		0.00		
N 9	WBRC	10/31/12	11/04/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	--WTF--	:30	3	\$340.00	P 3	0.00 NM	3	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--WTF--					3	\$340.00		0.00		
N 10	WBRC	10/31/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	M-----	:30	1	\$340.00	P 3	0.00 NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$340.00		0.00		
N 11	WBRC	10/31/12	11/06/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	M-----	:10	1	\$170.00	P 3	0.00 NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$170.00		0.00		
N 12	WBRC	10/31/12	11/06/12	Noon News Noon News	Comm	12-1pm	M-----	:30	1	\$225.00	P 2	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$225.00		0.00		



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Contract / Revision **839984** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Judge Sherri Friday - Prob** Product **Political**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 13	WBRC	10/31/12	11/04/12	DY (M-F) Daytime ROS	Comm	9a-3pm	--WTF--	:30	4	\$90.00	P 6	0.00 NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					4	\$90.00		0.00		
N 14	WBRC	10/31/12	11/06/12	DY (M-F) Daytime ROS	Comm	9a-3pm	M-----	:30	3	\$90.00	P 6	0.00 NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week:		11/05/12	11/11/12	M-----					3	\$90.00		0.00		
N 15	WBRC	10/31/12	11/06/12	3-4pm Judge Joe	Comm	3-4pm	M-----	:30	1	\$270.00	P 2	0.00 NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$270.00		0.00		
N 16	WBRC	10/31/12	11/06/12	4-5pm Judge Judy	Comm	4-5pm	M-----	:30	1	\$240.00	P 2	0.00 NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$240.00		0.00		
N 17	WBRC	10/31/12	11/06/12	Saturday Morning News Saturday Morning News	Comm	7-9am	-----S-	:30	1	\$240.00	P 2	0.00 NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$240.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 18	WBRC	10/31/12	11/06/12	Tide and Tigers Today Tide and Tigers Today	Comm	10-11am	-----S-	:30	1	\$165.00	P 2	0.00 NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$165.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 19	WBRC	10/31/12	11/06/12	College Football Pregame College Football Pregame	Comm	1pm-2pm	-----S-	:30	1	\$225.00	P 2	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$225.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 20	WBRC	10/31/12	11/06/12	Sunday Morning News Sunday Morning News	Comm	7-9am	-----S	:30	1	\$225.00	P 2	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$225.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 21	WBRC	10/31/12	11/06/12	Sunday Morning News Sunday Morning News	Comm	7-9am	-----S	:10	1	\$115.00	P 2	0.00 NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$115.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 22	WBRC	10/31/12	11/06/12	FOX News Sunday Fox News Sunday	Comm	9a-10a	-----S	:10	1	\$375.00	P 2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 23	WBRC	11/04/12	11/04/12	NFL Pre-game (reg seas NFL Pregame	Comm	11-12pm	-----S	:30	1	\$300.00	P 2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **839984** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/24/12

Order Sep 00:15:00

Advertiser **Judge Sherri Friday - Prob** Product **Political**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N23	WBRC	11/04/12	11/04/12	NFL Pre-game (reg seas NFL Pregame	Comm	11-12pm	-----S	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S					1	\$300.00		0.00				
N24	WBRC	10/31/12	11/06/12	Sun 10pm News Sun 10pm News	Comm	10-1030pm	-----S	:30	1	\$565.00	P 2	0.00	NM	1	\$565.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S					1	\$565.00		0.00				
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00				
N25	WBRC	10/31/12	11/06/12	Law Call Law Call	Comm	1030-11pm	-----S	:30	1	\$135.00	P 2	0.00	NM	1	\$135.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S					1	\$135.00		0.00				
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00				
N26	WBRC	10/31/12	11/06/12	College Football Saturday College Football Saturday	Comm	1030-11pm	-----S-	:30	1	\$135.00	P 2	0.00	NM	1	\$135.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-					1	\$135.00		0.00				
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00				
														Totals	38	\$9,295.00